

41B
2-4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of)
Marc A. COHEN, et al.) Art Unit: 2700
Serial No.: To be Assigned.) Examiner: Allan Hoosain
Filed: Herewith)

For: SPONSORED INFORMATION DISTRIBUTION
METHOD AND APPARATUS

PRELIMINARY AMENDMENT

Honorable Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

Prior to examination and calculation of the filing fee, please amend the above-identified application as follows:

IN THE SPECIFICATION:

Please cancel the specification and substitute the specification submitted herewith.

IN THE CLAIMS:

Please cancel claims 1-12 and add new claims 13-22 as follow.

- 13. A method of directed advertising over the internet, comprising:
 applying a first database of information at a web site,
 applying a second database having a multiplicity of attributes which are unique to
 a given individual,
- B1